Scenarios

Andrea

Andrea is struggling with anxiety for a long time, but it's now getting worse and he feels he can't keep it under control on his own anymore, therefore he takes his time to put enough energy together and starts the research, after a google search he's presented with some results and theraply is one of them, it has the most calming and friendly look it also is the only one that helps with all the steps of the search, explaining how the process is going to take place, what to expect, keeping trace of the contacted therapists and showing clearly at which step of the process he is. He needs to sign up to get access to all the options besides the search, therefore he decides to go for it.

Everything to make it easier!

The registration pop window appears (a button is present on every page) and it's surprisingly painless - only name, telephone number and/or email are needed!

He starts to feel better about his decision and the cute animations on the page are giving him a more relaxed feeling!

He then goes to the search page, he can search by address, language and insurance type, but he wants to specify some more options, the doctor has to have experience with "the gays™" and offer a depth psychology based psychoanalysis which he discovered (through some tests available on theraply) it should be the most suitable for his case and thankfully is one of the two covered by the statutory health insurance.

He decided to contact the first 5, with the best ratings, which he can do all at once through the form. An answer is going to be notified to him and he decides if in a week none of them would write him back is going to go down the list for more, thankfully he can save the search option and with one click being brought back to the results!

Paula

Paula has been feeling low energy and very impatient for some time. She doesn't really feel like doing anything. The other day she really struggled to work and by the end of the day she felt very nervous with the children.

Paula decides that she needs to see a therapist. She had been thinking about it for a few months, but was pushing it away.

She knows that the process here in Berlin is very time-consuming and complicated and that's why she felt unmotivated. She then takes an alternate route and does a google search for a site that might help her in a simplified way.

The "Theraply" website looks quite easy to use, no more than enough and efficient. It has exactly the information she needs.

She clicks "search" with the option "basic search". She fills in and sees she can now decide for "search" or "more options", she feels that for now the basic search is just enough. She gets a list of therapists, which contains information about them, address, email, website and even rating/review. And what's more, she can contact them through the website, filling out a form efficiently.

She feels quite relieved.